



State of Nevada – Department Of Personnel

CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
PUBLICATIONS WRITER	31	B	7.817

DEFINITION OF THE CLASS:

Under general supervision, writes, designs, and proofreads brochures, articles, advertisements, and promotional or informational publications; coordinates and reviews design, graphics, and printing functions; plans and implements publicity and promotion of events; and performs related work as required.

EXAMPLES OF WORK: (The following is used as a partial description and is not restrictive as to duties required.)

Writes material for publications by receiving assignments or adhering to established deadlines for continuing publications; developing theme or subject matter; researching information; consulting with staff; coordinating assignments and time frames; organizing reference materials; creating original copy; arranging or executing photography; proofing and revising; and assembling all necessary materials, in preparation for printing.

Coordinates materials for publication by providing specifications to graphics and/or printing; obtaining and reviewing cost estimates; making revisions necessary to comply with budgetary restraints; reviewing design, paste-up, layout, and photography work; checking typesetting for accuracy; proofing design elements, and overseeing printing and distribution, to ensure quality of final product and conformity with plans.

Plans and implements distribution of materials to targeted populations by identifying markets; compiling lists of individuals within those markets; devising strategies for promoting information; contacting organizations, clubs, firms, governmental and administrative agencies, and the news media; and distributing materials to promote programs and create awareness.

Writes scripts for video productions by collecting and organizing information; developing dialogue or narration; reviewing with narrator, director, or producer; assisting in selection of people, props, and technical approaches; and overseeing production.

Writes advertisements, press releases, and public service announcements by gathering information from various sources and selecting graphic designers; writing appropriate and effective copy; and checking facts.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES REQUIRED: (These may be acquired on the job and/or needed to perform the work assigned.)

Knowledge of federal copyright laws and journalistic code of ethics. Knowledge of acceptable writing style guidelines such as Associated Press stylebook, Chicago Manual of Style. Knowledge of graphic arts and typesetting for writing copy to specific design parameters. Knowledge of publications and information guidelines established by employing department. Knowledge of desktop publishing software and hardware used in the assigned office.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES REQUIRED: (cont.)

Ability to prioritize tasks based on deadlines, office procedures, changes in assignments, etc. Ability to follow instructions, work independently and follow through on assignments with minimal directions. Ability to visualize final product; brainstorm, modify and adopt to produce tailored publications to target audiences. Ability to size and crop photos, and figure percentages for production. Ability to apply cost-effective techniques in producing publications. Ability to implement marketing/public relations programs and plans.

ENTRY KNOWLEDGE, SKILLS AND ABILITIES REQUIRED: (Applicants will be screened for possession of these through written, oral, performance or other evaluation procedures.)

Thorough knowledge of English grammar, syntax, spelling, punctuation, and style. Knowledge of persuasive writing techniques.

Ability to write professional, detailed and formal informational publications; write and edit feature stories; write copy for publication in newspapers, newsletters, magazines and professional journals. Ability to translate complex or technical material into basic English suitable for a variety of audiences; or to adapt writing styles to suit a particular audience and/or publication. Ability to proofread written materials and identify errors with a high degree of accuracy. Ability to communicate clearly and concisely. Ability to establish and maintain cooperative working relationships with coworkers as well as other public relations professional at other agencies, clients and information sources. Ability to analyze information, problems, situations, practices and procedures to complete assignments accurately and on schedule. Ability to organize material, information, and people in a systematic way to optimize efficiency. Ability to coordinate deadlines by determining the time frame and sequence of events to complete assigned projects.

EDUCATION AND/OR WORK EXPERIENCE:

I

Graduation from an accredited college or university with major coursework in Journalism, English or closely related field and one year of experience writing and/or editing; or preparing and disseminating information for publication through print media; OR

II

An equivalent combination of education and experience in which the applicant demonstrates possession of the entry level knowledge, skills and abilities.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

ESTABLISHED:	<u>7.817</u>
REVISED:	9/27/84
	7/1/89P
	8/19/88PC
REVISED:	7/1/95P
	9/16/94PC